

## Message Text

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ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 L-03 /021 R

DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN/MMP  
APPROVED BY EB/IFD/BP:HARVEY J. WINTER  
COMMERCE/PTO/BGROSSMAN  
STATE/OBP/LSALLAN

-----151323Z 009058 /45

R 142139Z MAY 77  
FM SECSTATE WASHDC  
TO AMEMBASSY MONTEVIDEO

UNCLAS STATE 110172

E.O. 11652: N/A

TAGS: EIND, UY

SUBJECT: TRADEMARK APPLICATION FOR RECTIFIER

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE G GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS A TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH BEAN ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL  
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INTELLIGENCE ON PENDING TRADEMARK APPLICATIONS.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO. 154294 FILED APRIL 22, 1977 BY ZANOTTA AND CANTOR TO

REGISTER RECTIFIER IN CLASS 12 FOR ELECTRICAL PRODUCTS

ON GROUNDS TERM IS GENERIC AND NOT PROPERLY REGISTRABLE  
AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD EXPIRES  
MAY 24, 1977. REPORT ON RESULTS REQUESTED. CHRISTOPHER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADEMARK APPLICATIONS, TRADEMARK REGISTRATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 14-May-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
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**Document Unique ID:** 00  
**Drafter:** OIFI:FBP:JMLIGHTMAN/MMP  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Litigation History:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
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**TAGS:** EIND, UY, US  
**To:** MONTEVIDEO  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009